

Title : Top 7 Pandemic Precautions: Staying Safe in the New Normal

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The Covid 19 **pandemic** wreaked havoc as it spread throughout the world this year, disrupting our daily lives and nearly overwhelming healthcare resources. Many countries continue to struggle with the spread of this contagious virus and the demand for **personal protective equipment** has increased tremendously, along with the implementation of stay-at-home mandates, hand washing campaigns and social distancing.

Due to the economic downturn, countries have begun easing their restrictions in phases over the last few months, resulting in the need to exercise even more caution as people inevitably mingle in our societies and workplaces. Most are understandably anxious, grappling with the reality of returning to work, while trying to keep themselves and their loved ones protected.

Here are some measures that can be taken in order to maintain safety, while resuming daily activities:

1. **Clean Hands Save Lives:** Awareness about hand hygiene is essential, as the virus particles are present in droplets that tend to collect on commonly touched surfaces. Frequently washing hands has proven to help keep infections at bay.
2. **Social Distance ...and Chill!** Stay at home and work from home recommendations were offered globally and were met with mixed responses as people tried to adjust to the inevitable social isolation.

Of course, with the growing popularity of video conferencing, live streaming and the role of social media platforms, staying in touch has become easier.

Businesses have used creative ways to maintain social distancing while offering services like virtual storefronts, curbside delivery and pick up, with protective measures in place. Successful COVID 19 pivots, have companies undergoing digital reforms, with a safety-first approach that aims to protect them from future disruption. Virtual events, conferences and meetings are commonplace, enabling networking and collaborative opportunities. The UK recently gave us a sneak peek into the future of live events as they put on their first **“socially distant concert”** outdoors, in a large open area, that was enjoyed by many. The healthcare industry has jumped on the technology band wagon, seeing great improvements in the implementation of telemedicine and home health services.

Communities have come together during this time, as people find themselves able to slow down their fast-paced lives. Cancelled rush hour commutes gave people working from home, a little extra time with family, or the ability to pick up a hobby or two and family game nights over video conferencing applications had the old favorite “Ludo” make a comeback!

3. ***Sanitize and Scrub!*** Alcohol based hand rubs or gels have now become an essential accessory, that most people don't leave home without! From personal use to large scale commercial use in offices, clinics or hospitals, train stations, airports and other places with unavoidable footfall, sanitizers have become a part of our mainstream cleanliness protocols. Many organizations made sanitizer dispensers easily available in common areas. Frequent disinfection of commonly touched areas in the home or office is a good preventive measure to take.
4. ***The Mask ... Just wear It!*** The use of the humble mask became an idea that divided people and provoked widespread debate, in part due to the changing stance of the WHO about whether the mask may be helpful in the prevention of disease transmission, or not. With constantly evolving information about the virus and how it spreads, the [WHO](#) did finally recommend the use of masks or face coverings for the general public when outside, in contact with other people, as well as the continued use of surgical masks and N95 masks for first responders and healthcare workers.

While some naysayers are still [reluctant to wear masks](#), many people have embraced the trend, seeing it as a practical way to keep safe as well as a way to reflect their individual styles, as it fast became a [fashion statement](#). Themed prints catered to appeal to small children, made it easier for parents to convince them to **wear masks** for long periods of time, especially since the school year has just begun again.

Sports brands have elevated and modified cotton masks into more breathable, spandex or polyester masks for [athletes](#) to use while training. Made out of wicking, quick drying fabrics, it alleviates discomfort from sweating and increases compliance to wearing masks, while staying fit.

On a lighter note, public figures and celebrities have also attempted to spread [awareness](#) about masks, like the indomitable Lady Gaga who showed up at the 2020 Video Music Awards, with a display of fun and quirky masks, using her platform and fame to spread the message.
5. ***Spoilt for Choice: Face Shields, PPE suits and aprons:*** As salons and restaurants also open for business, service providers often wear face shields for comfort and safety, in addition to [personal protective equipment](#). This has provided a way for the struggling restaurant industry to regain its footing, helping with employment, while at the same time providing the luxury of eating out, for many people who have been stuck at home for quite a while.
6. ***Portable Medical Devices:*** Infra-red thermometers and pulse oximeters have become readily available in most markets, in order to let the public monitor their health easily, picking up early warning signs of a possible infection, like a fever or difficulty breathing due to decreased oxygen levels.

7. **Wielding the Gavel: Policies or regulations aiding in safety efforts**: Many governments have mandated the use of masks in public and strictly implemented stay at home orders, in the early days of the pandemic. However, as time passed, it also became necessary to resume daily activities, keeping in mind the effect lockdowns had on employment and livelihood. Administrations across the world attempted to draft new policies and guidelines on how their countries can learn to move forward and recover from the devastation of the pandemic, while staying cautious and keeping citizens safe.

In an effort to ramp up production and improve accessibility of PPEs to the public, many countries, like the UAE have given tax breaks on [medical supplies](#). [Dubai Airport](#) has even installed vending machines that sell personal PPE kits at various spots in the terminals. With availability of good quality protective and sanitization equipment in the market, we are in a better position to keep ourselves safe.

As we wait in anticipation for the vaccine to Covid 19, we, as a global society come away with many lessons, learnt the hard way. With those, we have evolved and adapted to the “**new normal**”, prepared to take on challenges in health care delivery, education, supply chains, manufacturing, service and transport industries, applying technology to leverage inventions that have been born out of necessity. Looking back at the progress made, we must be mindful about the value of staying safe with personal protection. We are all part of a responsible society, where individuals do their part in protecting themselves and therefore everyone around them.

Keyword research reference:

The screenshot shows the Google Ads Keyword Planner interface. The search query is "personal protective equipment, sanitizers, new normal, staying safe". The results table is as follows:

Keyword	Avg. monthly searches	Competition	Impressions	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
sanitizers	1M - 10M	Medium	-	₹5.88	₹163.32	
Keyword ideas						
hand sanitizer	1M - 10M	High	-	₹47.52	₹222.58	
Keywords you provided						
new normal	100K - 1M	Low	-	₹8.08	₹37.94	
staying safe	100K - 1M	Low	-	₹15.08	₹280.38	
Keyword ideas						
hand gel	100K - 1M	High	-	₹53.83	₹149.13	
homemade hand sanitizer	100K - 1M	Low	-	₹53.36	₹137.43	
hand sanitizer gel	100K - 1M	High	-	₹62.77	₹217.84	